



# CONTENT MARKETING WEBINAR

Gold Service

by W. David Grubb

# CONTENT MARKETING WEBINAR

## BEFORE WE BEGIN

- You can hear me but I can not hear You.
- Type Your Questions into the Chat Box.
- A Conference number will be provided at the End.

# CONTENT MARKETING WEBINAR

## INTRODUCTION

What you need:

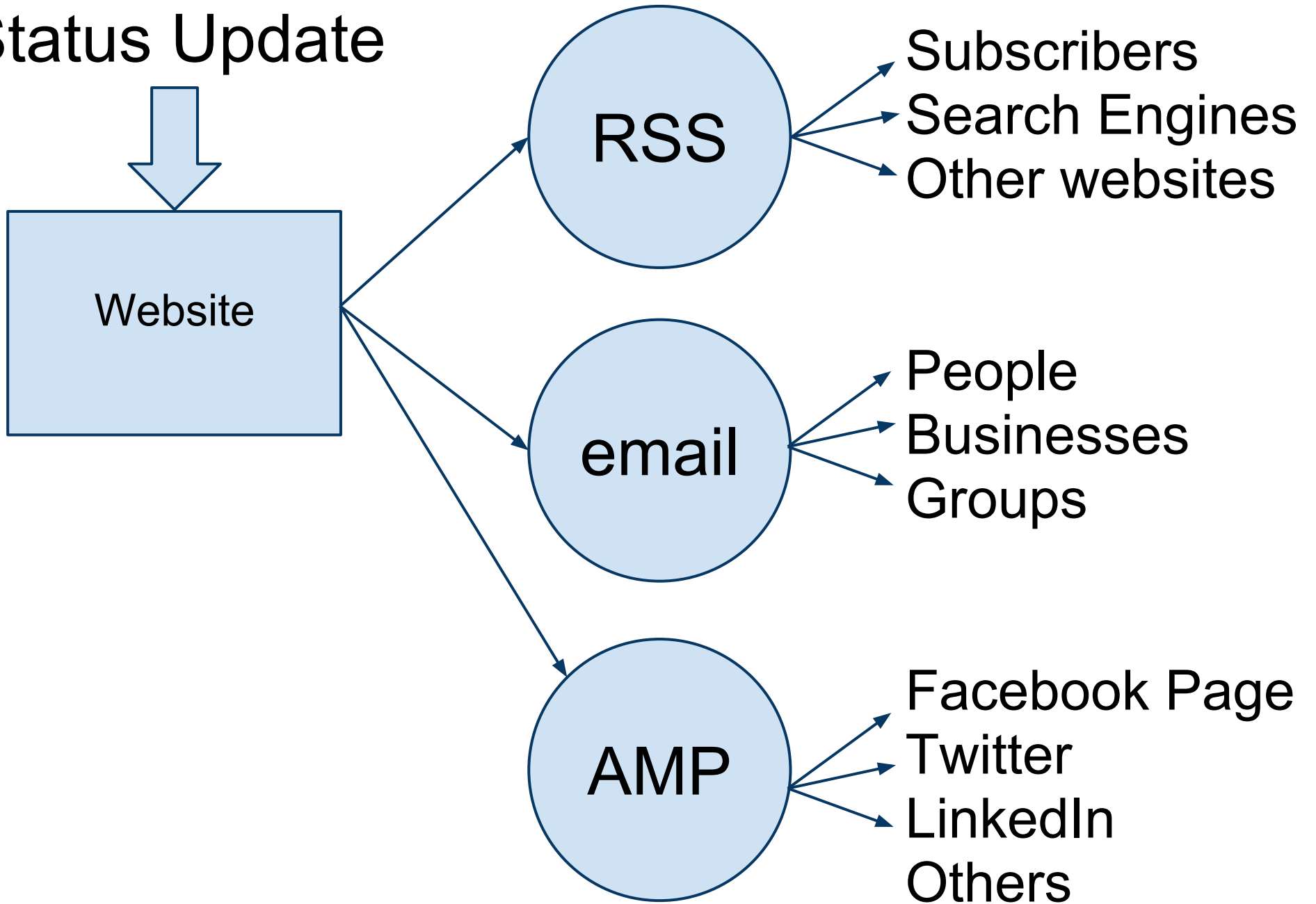
- Basic Understanding of Wordpress
- Knowledge - understanding theory of SEO
- Tools
  - Notepad or Text App (avoid programs w/smart quotes)
  - Spreadsheet (Google Docs or Excel)
  - Newsletter Plugin

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## Overview - How to:

- create a target list
- upload, optimize, and embed a video
- make a screen shot of a video
- add new Post
- create newsletter
- Automated Media Publishing

# Status Update



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## Create A Target List for your Status Update

- Title
- Description
- Keywords
  - comma separated
  - spaced separated

TITLE (with main keywords)

Wordpress Training, content marketing %30 Off  
ends Jan. 31 Buy Now

TEXT (description with additional keywords)

[embed video]

[Buy Now/Link to Product]

Shepherds Loft offers Wordpress Training for  
Content Marketing ever month. Purchase the  
Content marketing class before January 31 and  
receive a 30% discount.

KEYWORDS (comma separated combinations)

wordpress training, training, wordpress,  
wordpress content, content marketing

TAGS (space separated single words)

wordpress training content marketing online  
website web pages

*always complete the "Title, Text, and Tags"*

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## Writing Your Title

Name of Product or Service

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+ Value

---

+ Offer

---

+ Call To Action

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= Name of Product + Value + Offer +  
Call To Action + Link to Web Page

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*similar to answering the questions "Who, What, When, and Where"*

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## Example

- 1) [YouTube](#)
- 2) [Website](#)
- 3)